SEO Strategy Analysis
https://class.unt.edu

Backlinks

Of the 100 backlinks that are shown without creating an account:
- 16 should be considered good, organic backlinks that serve a legitimate purpose.
- 43 should be considered questionable because they use link-farming tactics
- 41 should be considered bad because they contain spam or links to illegal content that should never have been hosted by UNT

With only 16% of the first 100 results considered "quality" backlinks I would say that UNT needs to spend more time cultivating valuable backlinks. This shows that you need to look into the actual data more than relying on another website's rating system, because ahrefs.com considers UNT CLASS's website to have a Domain Rating (DR) of 84/100. At first glance it would seem like a "B" grade would be acceptable, that you have quality backlinks, and you might not think to look further.

Their page that explains how they come up with ratings wasn't specific, but in essence, you get a high DR when other high-DR pages link to you. But the second-highest DR page that linked to us was a link to illegal torrent documentation that was inadvertently hosted on the UNT servers. That's not quality. In fact, I transferred the data to a spreadsheet and added my own ratings (good, questionable, and bad) to the content, then sorted it all multiple ways. While there was a trend towards consistency, there was never one way in which the ratings agreed.

	Type	links to	123	DR	Referring page	
1						
2	internal tool	advising	good	95	https://bit.ly/3E2QgfB	https://bit.ly/
3	inspiration awards	pdf	bad	94	Project Zomboid Build 39.67.5 [Win64] DRM-Free License Key [CRACKED]	https://afebe zomboid-bui
4	internal tool	home	good	93	Preksha Meditation Workshop and Lecture Tickets, Sat, Oct 8, 2022 at 3:30 PM	Eventbrite	https://www. workshop-ar
5	internal tool	news	good	91	UNT Mayborn School Summer Newsletter	https://us14. archive.com
6	Profile	people	good	91	Tamara L. Brown – The Conversation	https://thec 1206584
7	search engine result	advising	good	91	log into canvas unt - AOL Search Results	https://searc =10&ei=UTF-
8	inspiration awards	pdf	bad	91	Abacomfrontdesigner30crack [2021] on cribmovilde	Trello	https://trello. abacomfron
9	Aggregator	home	questionable	82	College of Liberal Arts & Social Sciences - University of North Texas Graduate Programs - Niche	https://www.r arts--and--sc
10	article	news	good	74	In Memoriam 1970–1979	Hampshire College	https://www.h 1970-1979
11	College	advising	good	73	Pre-Law Preparation - Fort Hays State University	https://www.f
12	Profile	faculty respources	good	73	Ricardo Rozzi (University of North Texas) - PhilPeople	https://philpe
13	article	department	good	71	DART 2020: A Look Back - Railway Age	https://www.r back/
14	Profile	home	good	69	Joyce E. Miller, Ph.D., Professor and Program Coordinator - ,Texas A&M University-Commerce	https://www.t
15	Aggregator	sites	questionable	59	Eurekster	https://p.eure Practice Pla

Keywords

My first search on moz.com was using the *Keyword by Site* tool for <u>class.unt.edu</u>.

- 857 Ranking Keywords
- 116 Keywords in #1-3
- 179 Keywords in #4-10
- 53 Page Authority
- 73 Domain Authority

The results were not surprising. Forty of the top fifty keyword searches for class.unt.edu have <u>unt</u> in it, and one had <u>north texas</u>. Six of the remaining ten keywords have to do with practice Spanish placement tests. Our group noticed that during class last week. It's an anomaly, but a good one.

When choosing long-tail search terms to use with Moz's Keyword Research tool, I tried to be strategic. It's pretty much a given that people putting UNT into their search keywords will be taken to a UNT website, but I still used them twice to see *where* I would be taken on the site. I also tried to use both generic (yet long-tail) terms that would fit many colleges, and more specific (yet without saying UNT) terms that should target UNT more in results. Finally, I had to see the other <u>spanish practice placement tests</u> search results.

My long-tail search terms:

> <u>bachelor's degree creative writing north texas</u>
> <u>technical writing program undergrad</u>
> <u>unt class advising appointment</u>
> <u>transfer student unt liberal arts</u>
> <u>spanish practice placement test</u>

My searches didn't return monthly volume data for four of the terms so I wasn't able to use that metric. Difficulties and priority scores were all pretty average.

Takeaways:

- Anyone using <u>north texas</u> as a locational search term works out well for university of north Texas. The search term <u>bachelor's degree creative writing north texas</u> came back with UNT's Creative Writing page as the number one result.
- The CLASS acronym is cute and a great brand, but it can confuse search engines. It might get ignored as a key keyword if the search engine reads it as the generic word. For example, <u>unt class advising appointment</u> did return CLASS advising links first, but it also returned advising pages for other UNT colleges as well.
- Speaking of <u>unt class advising appointment</u>, the top three results were three separate advising pages in the CLASS website. That's confusing.

- Everything seems so unintentional. One of the best keywords in UNT CLASS is **<u>spanish practice placement test</u>**? Really?
- No matter how well optimized we get, it seems that college ranking lists will always be in the top few results.

Keyword	Monthly Volume	Difficulty	Organic CTR	Priority
bachelor's degree creative writing north Texas	Data not available	32	100%	30
technical writing program undergrad	Data not available	36	64%	25
unt class advising appointment	Data not available	49	100%	27
transfer student unt liberal arts	Data not available	47	100%	27
spanish practice placement test	101-200	42	88%	53

The best keyword that isn't **<u>unt</u>** or **<u>class</u>** seems to be **<u>advising</u>** because those are the most searched-for terms. This means that the CLASS website is underutilized (or underpromoted as an information source) for anything other than advising. The other heavily-utilized parts of UNT's website (enrollment, class searches) aren't under the CLASS subdomain.

Strategy

I typed **<u>advising</u>** into Google and the following pages came up in the organic search results:
- https://vpaa.unt.edu/advising
- https://hps.unt.edu/advising
- https://www.untdallas.edu/advising/index.php
- https://twu.edu/academic-advising/
- https://sasundergrad.rutgers.edu/advising/what-is-advising

I assume that Google's algorithm personalized these results based on my location and previous UNT traffic, but analyzing the webpages shows tile designs, easy-to-differentiate categories, summaries of what advising is and who needs it, and navigation aids. Most pages make it clear, on a single page, what advising is, who needs it, and how to get it.

Currently, the first result when you google **<u>unt class advising</u>** brings you to the homepage of the Office of Student Advising. This sounds logical, but the information on that page isn't what the student is searching for—that's on the Get Advised Now page. Those pages can be combined. In fact, many pages on the site could be combined into one if the design incorporated complex content pieces instead of singular blocks of text.

The actual content on Get Advised Now is also redundant and badly organized. You don't need same-page navigation links to bring you one inch down the page. The content could be presented in a modern tile format instead of heading/paragraph form. The actual link to schedule advising appointments needs to be prominent.

The navigation links on the CLASS advising pages are hard to follow as well. Other sites have nested drop-down links that categorize the pages. UNT CLASS would do well to reorganize and combine some links to make it easier to understand.

With a structural reorganization and some minor content changes to emphasize keywords, the UNT CLASS Advising website can be simplified into an easy-to-navigate, intuitive, modern and appealing site.